



**1973-1974**

**Evening Division**

**Philadelphia**

**College of Art**

**Broad and**

**Pine Streets**

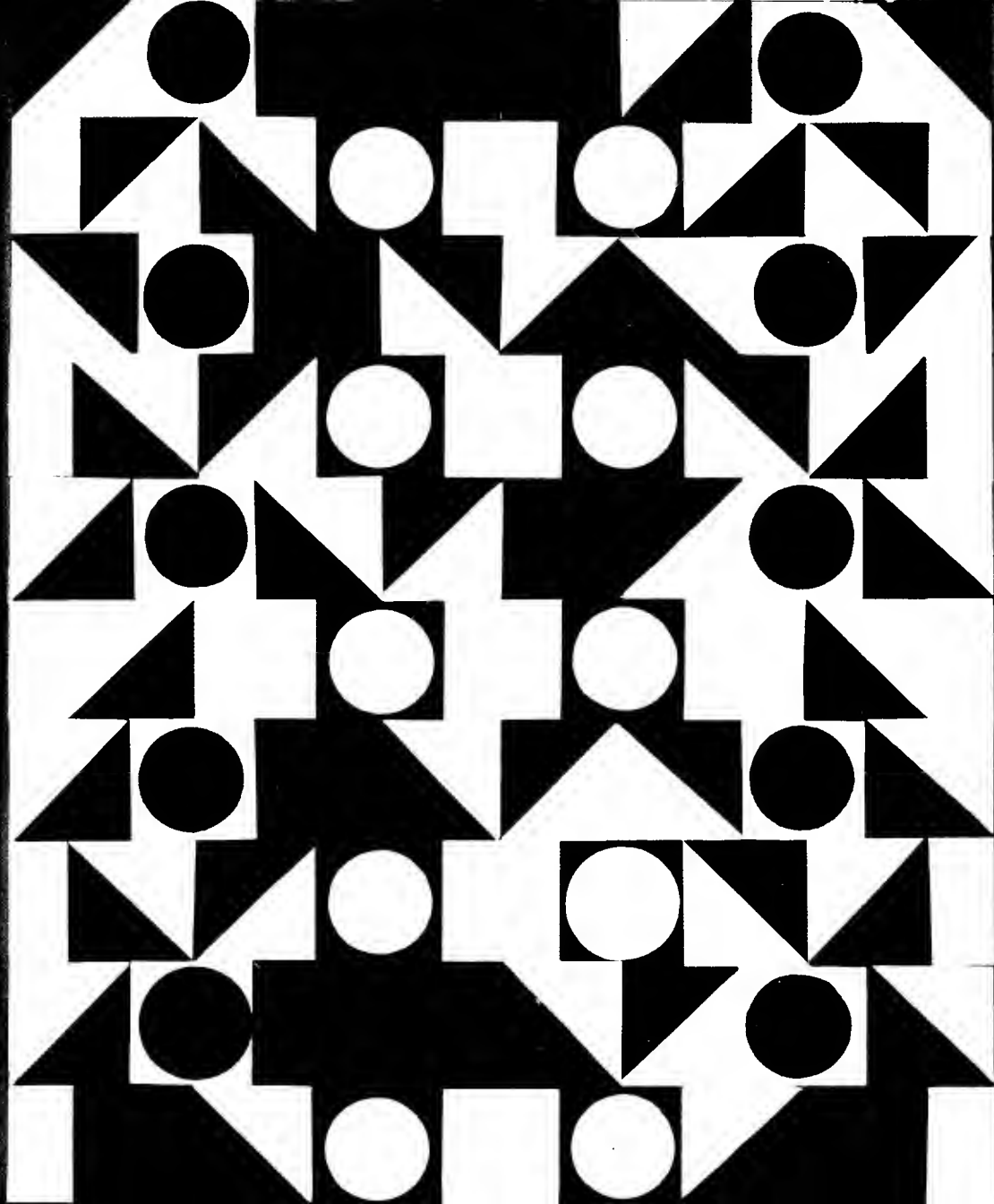
**Philadelphia**

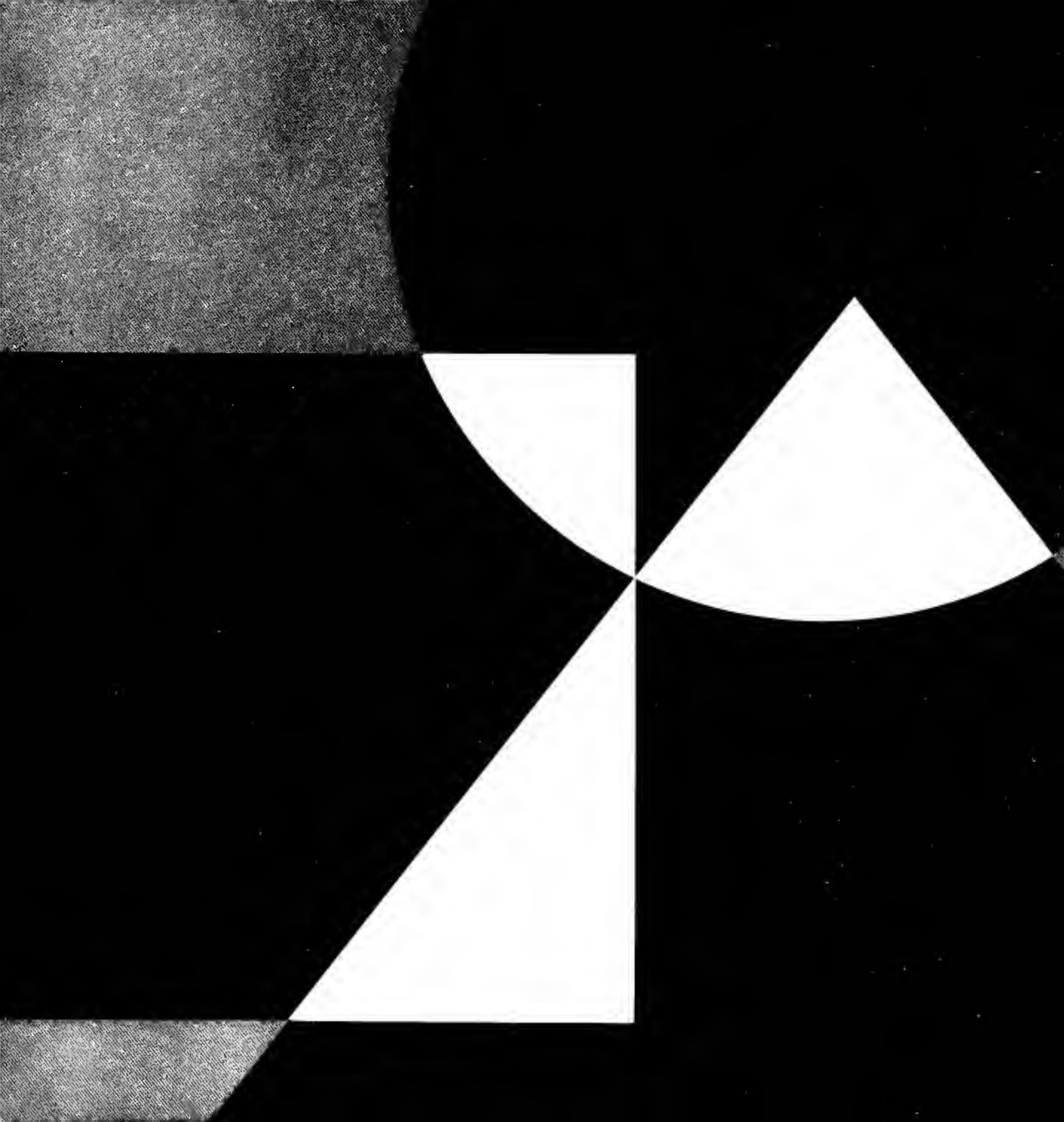
**Pennsylvania**

**19102**

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The Evening Division of the Philadelphia College of Art has offered, since its inception in 1876, guidance and education for serious art students. Whether these students come for training in a particular professional field or for personal enrichment, practicing artists and designers are available to teach and advise.

The range of classes is wide, with studio and lecture courses covering all phases of art. The courses may be taken individually, with or without credit, or as part of a program leading to a career in art.

Certificate Program

The Certificate Program provides professional instruction in these four areas: Advertising Design, Illustration, Industrial Design and Interior Design. The course work in any of these areas can be completed by attending 2 nights a week for 5 years as indicated in the plan on page 7. Students desiring to complete the program in less time may enroll for more than 2 evenings a week. Advanced standing can be granted only on the basis of portfolio presentation.

To apply for Certificate: File application for Certificate with \$8 Certificate fee, have high school transcript sent to Office of Admissions.

Application must be made only once.

Certificate credit requirements:

|   |    |
|---|----|
| Studio credits  | 27 |
| 22½ credits in major and required courses   |    |
| 4½ elective credits   |    |
| Liberal Arts credits  | 6  |
| 3 credits required in History of Ideas Through the Arts   |    |
| 3 elective credits either from PCA Liberal Arts program or any other accredited college or university | —  |
| Total credits   | 33 |

Credit or Audit

Any non-major course may be taken for credit or for audit.

No application need be made for audit. For credit, file application for credit with \$5 credit fee, have high school transcript sent to Office of Admissions.

Application for credit must be made only once.

Day College Portfolio Requirements

- A100E Drawing
- A110E Color and Design
- A109E Form Study

In lieu of a portfolio for entrance to the PCA Day College, a student may take 3 Evening Division Foundation courses. Satisfactory completion of these courses (a grade of C or better) is sufficient for acceptance to the Day College. Each course is one semester long. An application for credit is not required.



# Certificate Curriculum Plan

This plan is based on a minimum course load of 2 nights per semester for 5 years. All studio classes are for 1.5 credits. All courses except the majors are for 1 semester. Liberal Arts classes are for 3 credits.

## First Year

Foundation Courses

LA144E History of Ideas Through the Arts

A100E Drawing

A109E Form Study

A110E Color & Design

## Second Year

These courses are required before entering

Interior and Industrial Design majors:

A202E Perspective

A207E Visual Techniques

A209E Form Study

For Interior Design:

A210E Color & Design

For Industrial Design:

A217E Typographic Workshop & Production  
Techniques

## Second Year

These courses are required before entering

Advertising Design & Illustration majors:

A208E Lettering and Type Indication

A210E Color & Design

A217E Typographic Workshop & Production  
Techniques

A200E Drawing

Ad206E Drawing for Advertising Replaces

A200E for Advertising majors.

## Third Year

100E Major

L.A. Elective\*

100E Major

Studio Elective\*

## Fourth Year

200E Major

Studio Elective\*

200E Major

Required Studio Course\*

## Fifth Year

300E Major

Required Studio Course\*

300E Major

Studio Elective\*

\*These courses may be taken in any sequence in conjunction with the major classes.

## Advertising Design

The Advertising Design Program prepares students for career positions in advertising agencies, art studios, magazine and book publishing, packaging, display, art and advertising departments of businesses, as well as for free-lance work. Class projects stress lettering, typography, advertising drawing, photography, printing and design for television.

### Program

The four single-semester foundation courses are required for students entering without previous experience or training.

LA144E History of Ideas Through the Arts

A100E Drawing

A110E Color and Design

A109E Form Study

It is necessary to complete the following courses before entering the major of Advertising Design. Each course is one semester. They may be taken in any order.

A208E Lettering and Type Indication

A206E Drawing for Advertising

A210E Color and Design

A217E Typographic Workshop and Production Techniques

### Major Courses

Ad100E Advertising Design

1st and 2nd semesters, 3 credits

3 hours, once a week

Introduction to the basic principles of design as applied to the printed page; exploration of media, techniques and professional procedures. Students are taught to translate thoughts and words into visual concepts.

Ad200E Advertising Design

1st and 2nd semesters, 3 credits

3 hours, once a week

Emphasis on creative and practical aspects of advertising; projects include direct mail, magazines, newspapers, posters, packaging and design. Exploration of television as an advertising medium.

Ad300E Advertising Design

1st and 2nd semesters, 3 credits

3 hours, once a week

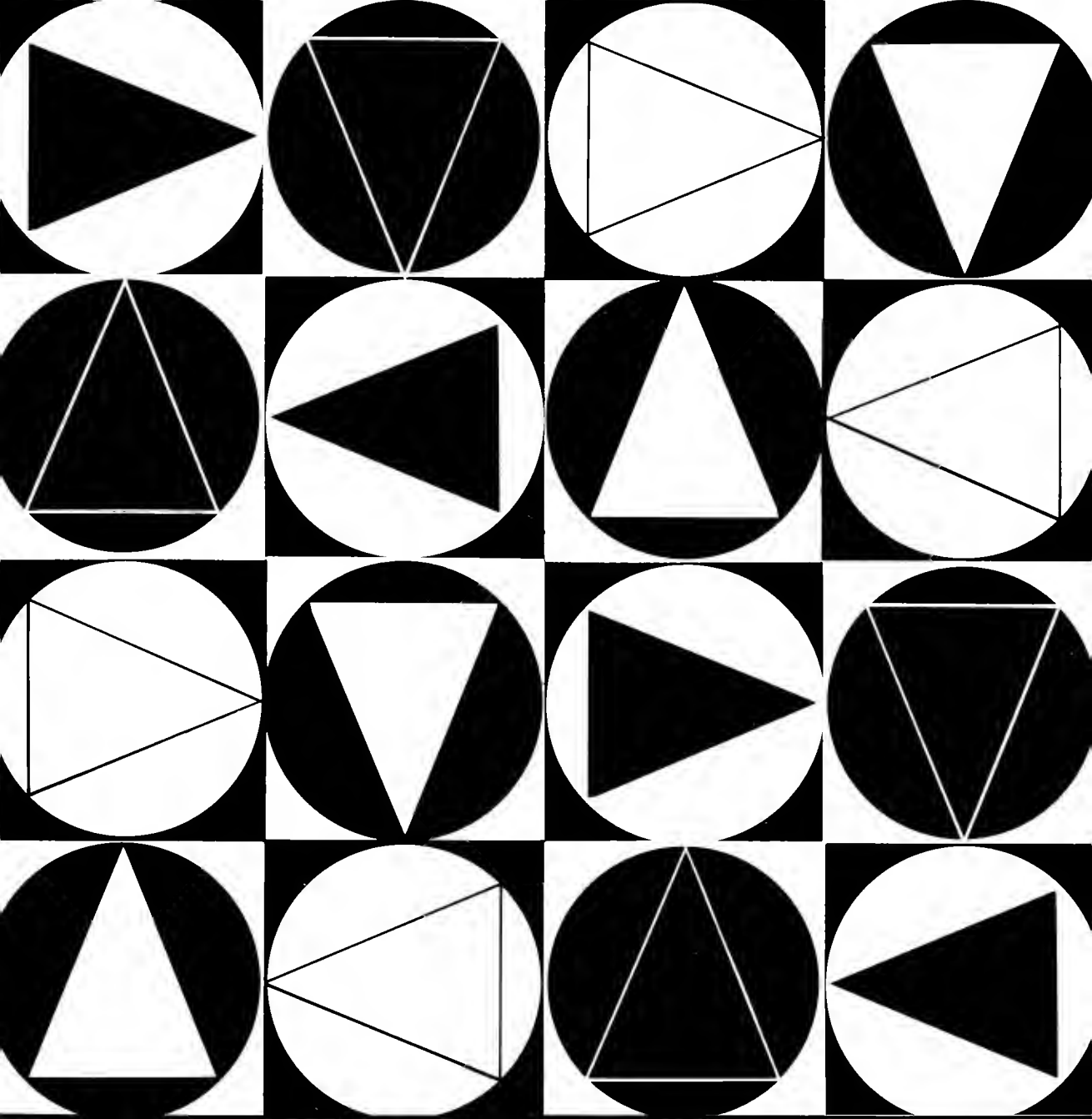
Advanced layout, lettering, typographic design and advertising illustration; agency, studio and magazine procedures, artist-client relations; intensified work in television advertising. Portfolio preparation. Guest lecturers. The following courses are to be taken in conjunction with Ad100E, Ad200E, Ad300E:

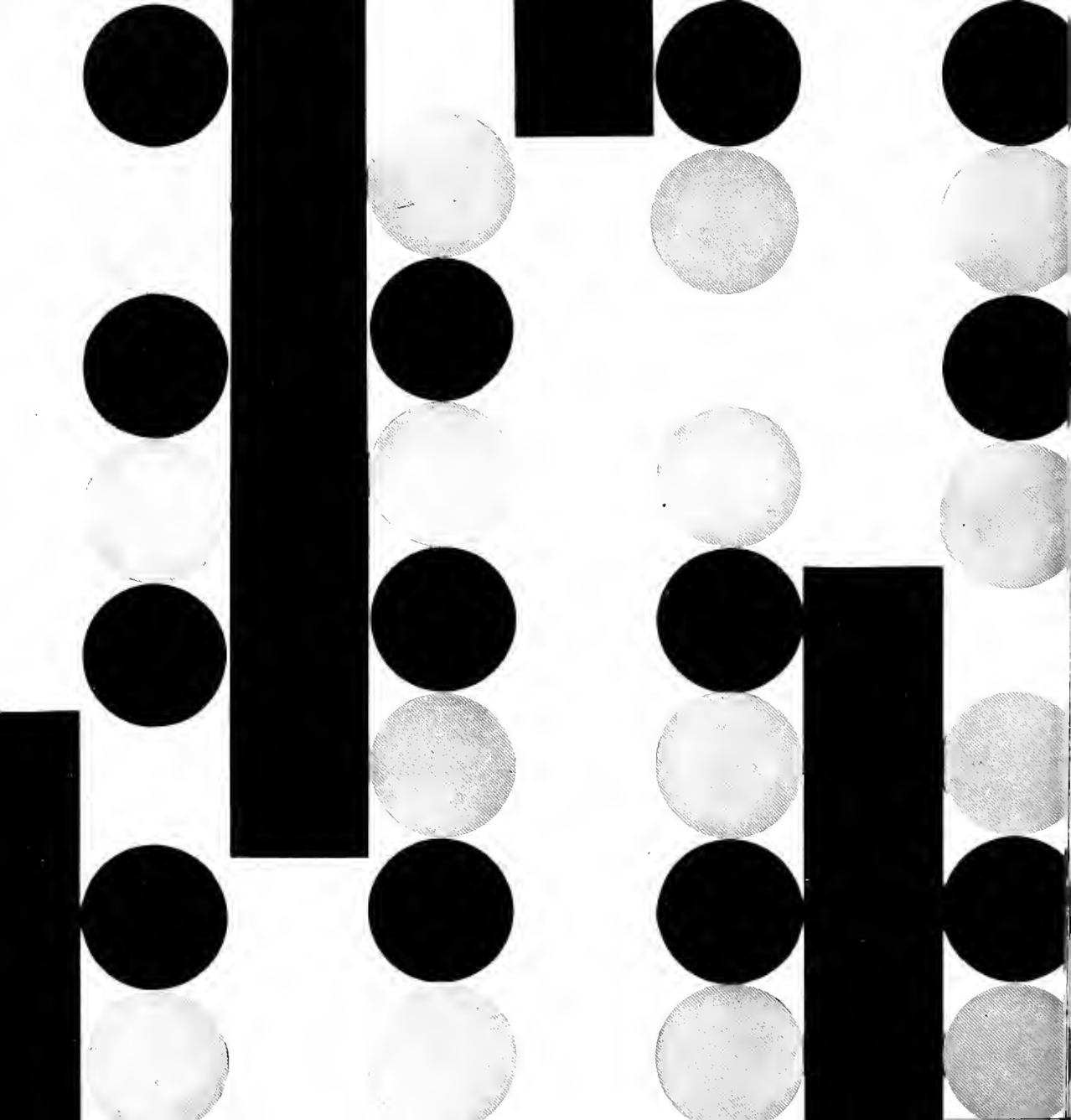
A205-305E Contemporary Figure Drawing

Ad200E Drawing

Any three single-semester studio courses can be selected for the 4½ elective credits that are required.

The three-credit Liberal Arts course of your choice can be taken at PCA or any other accredited college or university.





## Illustration

The Illustration program instructs the student in visual communications directed to the broad fields of book, magazine, advertising and institutional illustration. He is introduced to the special requirements of magazine and book publishing, advertising and industrial art, documentary reporting and television art. Stress is placed on skill in drawing, understanding of media, and methods of reproduction.

### Program

The four 1-semester foundation courses are required for students entering without previous training or experience.

LA144E History of Ideas Through the Arts  
A100E Drawing  
A110E Color and Design  
A109E Form Study

It is necessary to complete the following courses before entering the major of Illustration. Each course is one semester. They may be taken in any order.

A208E Lettering and Type Indication  
A210E Color and Design  
A200E Drawing  
A217E Typographic Workshop and Production Techniques

### Major Courses

II100E Illustration  
1st and 2nd semesters, 3 credits  
3 hours, once a week

A foundation course in the use of the elements of picture-making; figure and costume drawing, pic-

torial composition, color, and an introduction to various two-dimensional media and techniques. Problems in magazine, newspaper and book illustration.

II200E Illustration  
1st and 2nd semesters, 3 credits  
3 hours, once a week

An intensive study of the major methods of reproduction with analyses of actual professional pieces which have been previously reproduced; continuing study of drawing as applied to illustration; experiments with new materials and media.

II300E Illustration  
1st and 2nd semesters, 3 credits  
3 hours, once a week

Concentration on the development of a portfolio through work on projects similar to those professional illustrators are called upon to do; documentary, record albums, institutional brochures and book illustration. Continuing emphasis on expressive draftsmanship, with a search for a personal stylistic approach.

The following required courses are to be taken in conjunction with II100E, II200E, II300E:

A205-305E Contemporary Figure Drawing  
II302E Illustration for Children

Any three single-semester studio courses can be selected for the 4½ elective credits that are required.

The 3-credit Liberal Arts course of your choice can be taken at PCA or any other accredited college or university.

## Industrial Design

Industrial Design provides instruction for students interested in contributing to the development and design of three—dimensional products. Professional solutions are developed for assignments that parallel problems encountered in the design field. Design instruction is combined with drawing, material and methods, model making, rendering and creative analysis.

### Program

The four 1-semester foundation courses are required for students entering without previous experience or training.

LA144E History of Ideas Through the Arts

A100E Drawing

A110E Color and Design

A109E Form Study

It is necessary to complete the following courses before entering the major of Industrial Design. Each course is one semester. They may be taken in any order.

A202E Perspective

A207E Visual Techniques

A217E Typographic Workshop and Production Techniques

A209E Form Study

### Major Courses

ID100E Industrial Design

1st and 2nd semester, 3 credits

3 hours, once a week

Projects are planned to familiarize the student with the requirements and opportunities of the

design field, and to explore fundamentals of dimensional design. Assignments dealing with form, materials, texture and color are carried from concept to finished models.

ID200E Industrial Design

1st and 2nd semester, 3 credits

3 hours, once a week

Assignments are of a specific product nature, exposing the students to the changing requirements of society and fostering a creative solution. Product function, sketching, market research, study models, rendering, materials and methods are stressed. Projects are used as a basis for group discussions.

ID300E Industrial Design

1st and 2nd semesters, 3 credits

3 hours, once a week

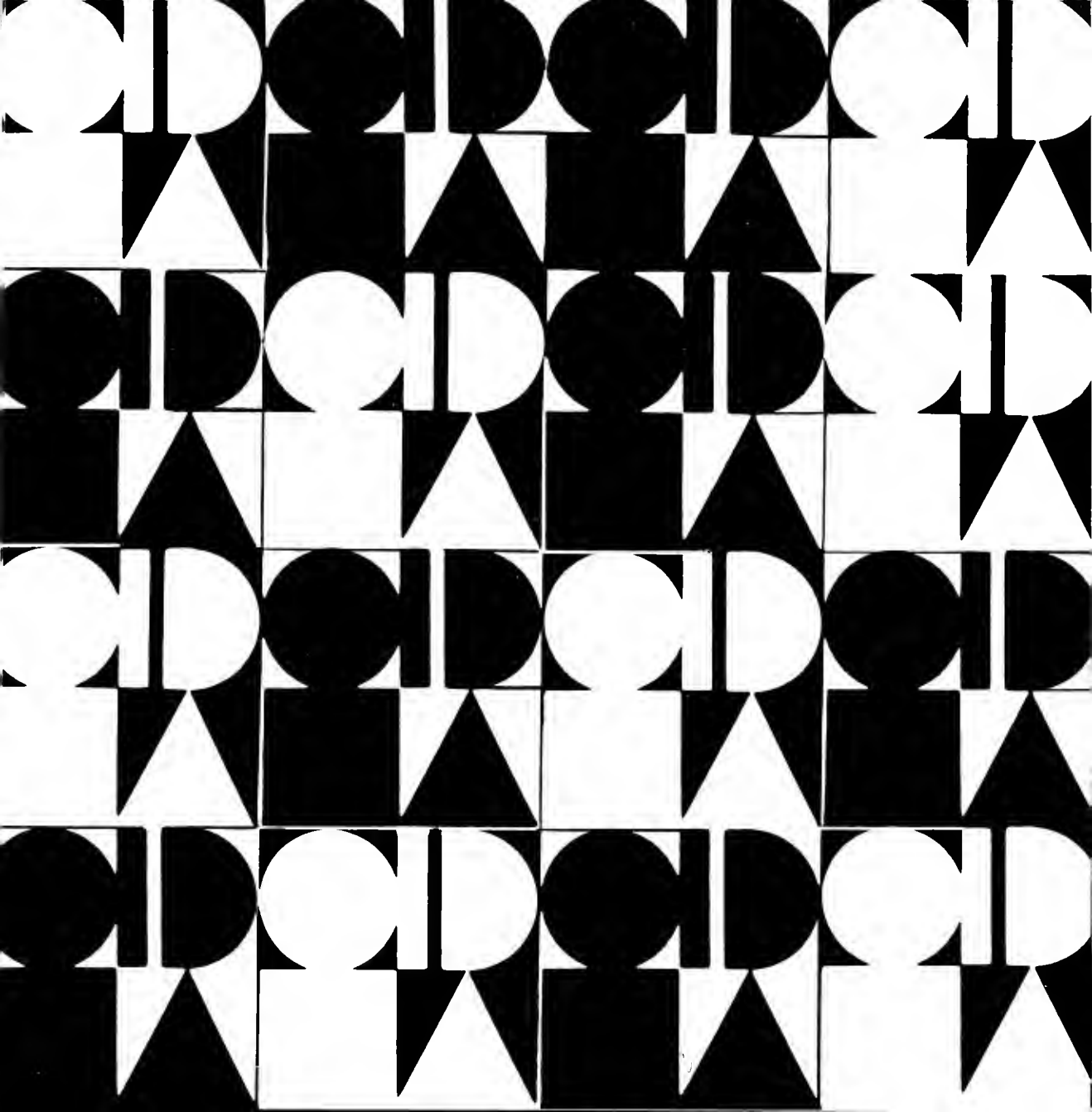
Projects are developed from the initial conception through model making and the presentation of finished renderings. At least one project is given by a visiting client and criticized by both the instructor and the representative of the guest firm. Portfolio presentation.

The following courses are to be taken in conjunction with ID100E, ID200E and ID300E:

ID302E Exhibit Design

A307E Advanced Visual Techniques

Any three single-semester studio courses can be selected for the 4½ elective credits that are required. The three-credit Liberal Arts course of your choice can be taken at PCA or any other accredited college or university.



## Interior Design

Interior Designers are prepared for commercial, institutional, contract and residential interior design. The program explores the elements upon which interiors are dependent—furniture, fabrics, lighting, architectural details, the history of furniture, and interprets the design, production and organization of those elements as related to spatial uses and social patterns.

### Program

The four single-semester foundation courses are required for students entering without previous training or experience.

LA144E History of Ideas Through the Arts

A100E Drawing

A110E Color and Design

A109E Form Study

It is necessary to complete the following courses before entering the major of Interior Design. Each course is one semester. They may be taken in any order.

A202E Perspective

A207E Visual Techniques

A210E Color and Design

A209E Form Study

### Major Courses

Int100E Interior Design

1st and 2nd semesters, 3 credits

3 hours, once a week

Fundamentals of lighting, fabrics and color used

in home and institutional interiors; projects stress the interpretation of design to space function and patterning.

Int200E Interior Design

1st and 2nd semesters, 3 credits

3 hours, once a week

Planning color schemes, selecting period furniture, floor and wall coverings, lights and window treatments for residential and commercial interior space layouts. Field trips and special lectures by authorities in specific areas of interior design.

Int300E Interior Design

1st and 2nd semesters, 3 credits

3 hours, once a week

Survey of the history of furniture, preparation of bids, model making, finished renderings and portfolio preparation. Field trips to interior design studios.

The following required courses are to be taken in conjunction with Int100E, Int200E, Int300E:

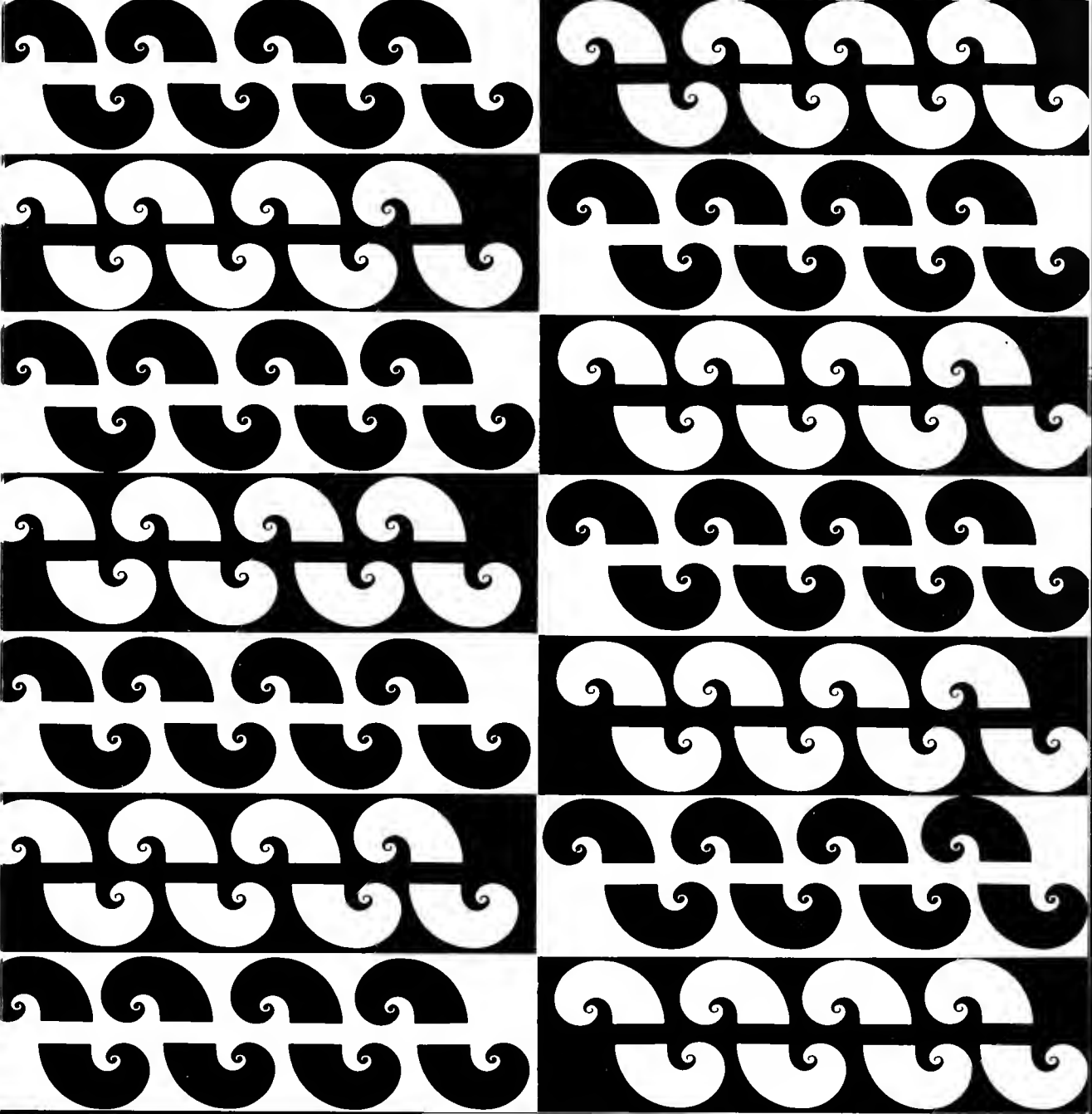
Int302E Fabric Production and Application

Int301E Furniture Design and Fabrication

Any three single-semester studio courses can be selected for the 4½ elective credits that are required.

The three-credit Liberal Arts course of your choice can be taken at PCA or any other accredited college or university.





# Studio Courses

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See index for descriptions of Major Courses

## Certificate Foundation Courses

### **LA144E History of Ideas Through the Arts**

1 semester, 3 credits 3 hours, once a week

A survey of the primary philosophic attitudes of the West, from primitive to modern man, as evidenced through the forms of decorative, applied and fine arts, crafts and architecture.

### **A100E Drawing**

1 semester, 1.5 credits 3 hours, once a week

A foundation course in drawing and composition investigating the characteristics of mass, weight, form and movement through studying line qualities and tonalities. Costumed and nude figure drawings and quick action sketches with individual criticism to encourage expressive draftsmanship.

### **A109E Form Study**

1 semester, 1.5 credits 3 hours, once a week

A study of the fundamental principles of three-dimensional form. By exploring geometric and organic structures, the student acquires insights into the nature of materials and their relationship to form.

### **A110E Color and Design**

1 semester, 1.5 credits 3 hours, once a week

Using various media, this course investigates the principles of organization in relation to the two-dimensional surface, including the study of color, black and white, and specific systems of design.

## Required and Elective Courses

### **A119E Ceramics**

1 semester, 1.5 credits 3 hours, once a week

Design and fabrication of ceramic pieces; hand forming, potter's wheel, clay and glaze preparation.

### **A219E Advanced Ceramics**

1 semester, 1.5 credits 3 hours, once a week

Refinement and further development of basic skills. Students confident of their skills may elect to work on a tutorial basis in the technique(s) of their choice.

### **A210E Color and Design**

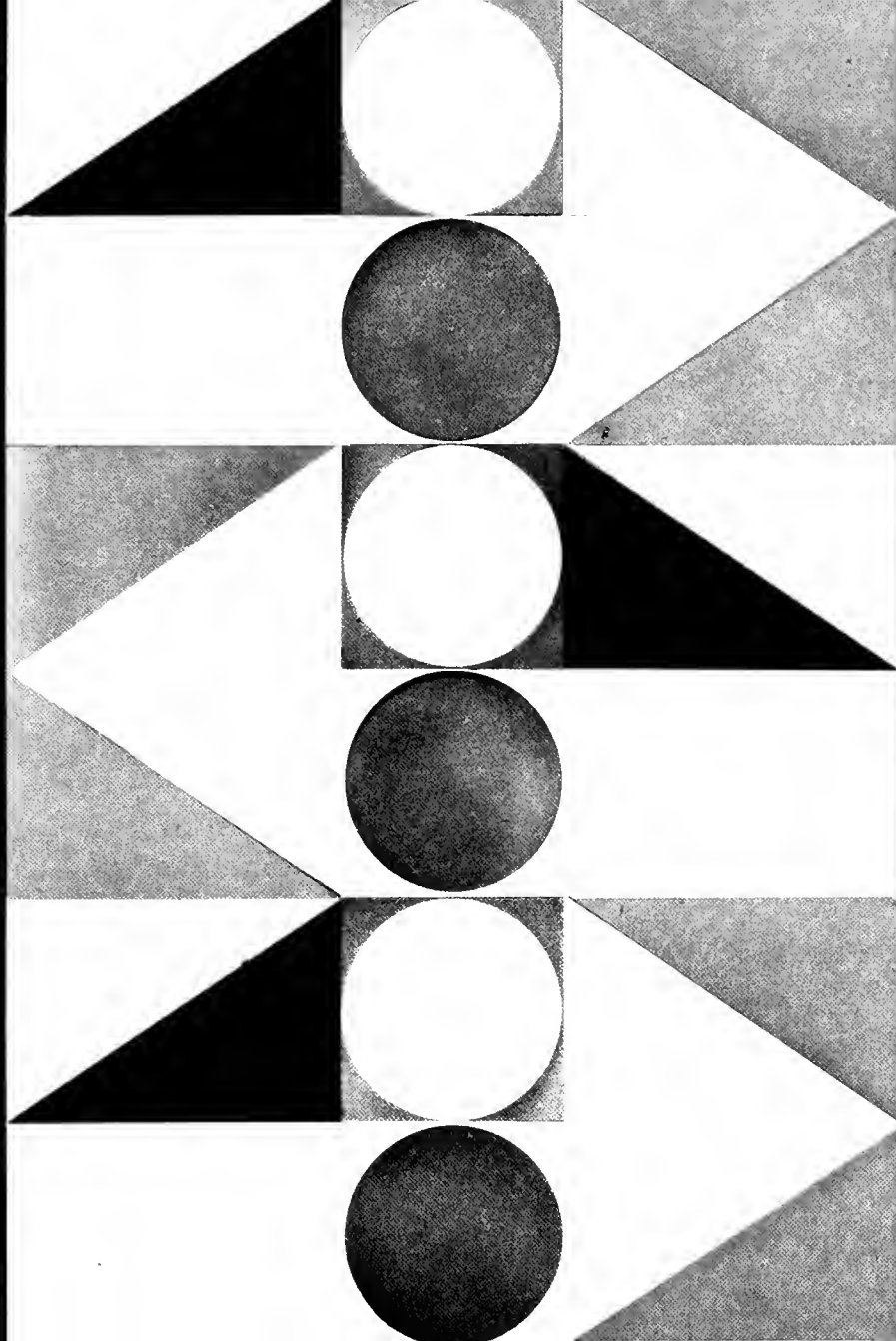
1 semester, 1.5 credits 3 hours, once a week

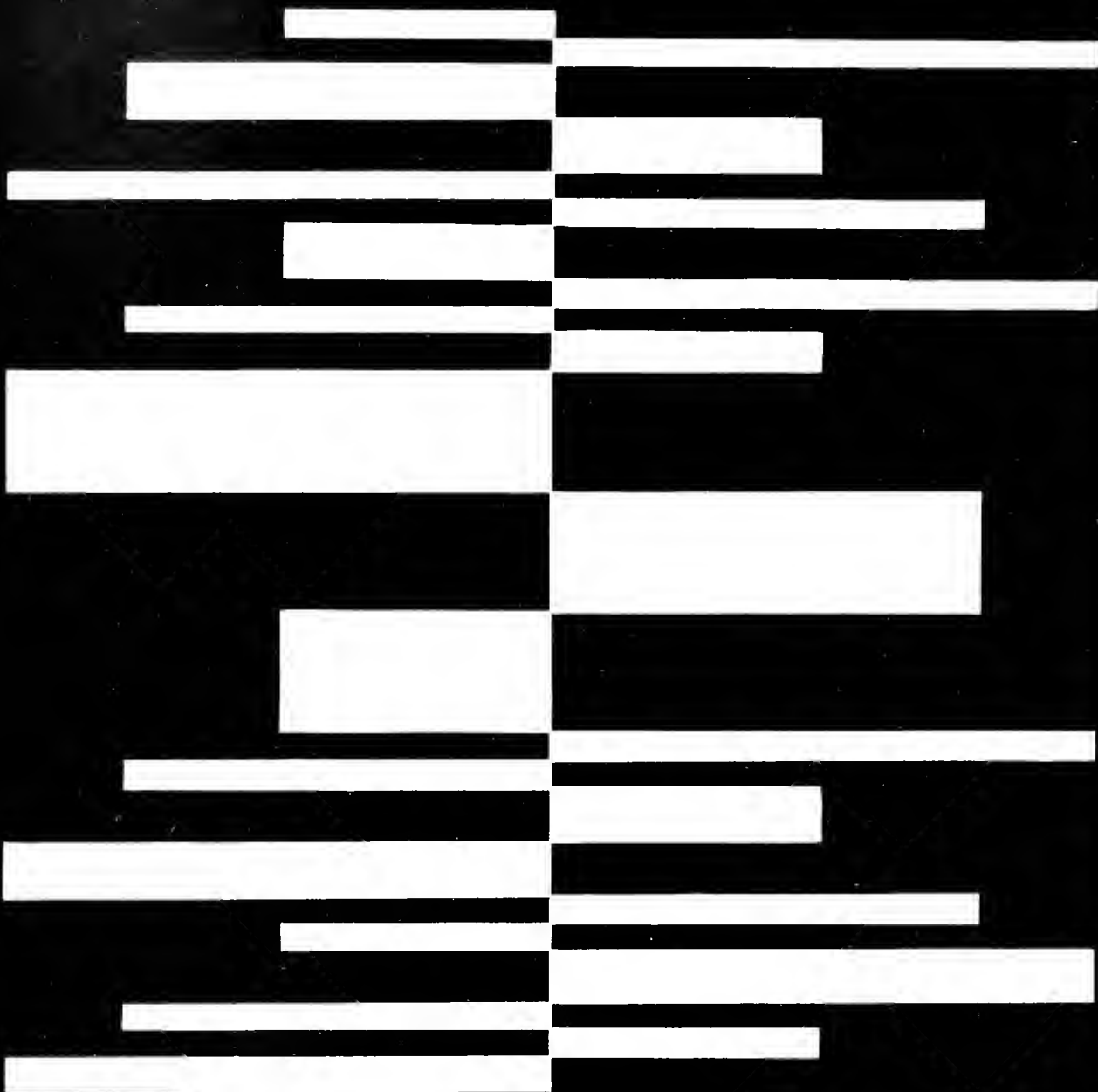
An extension of Color and Design A110E into the limitless possibilities of color and shape interaction. Familiar ideas are explored in unfamiliar ways to break with traditional thinking. Both color and design courses are intended to bring the artistic present into focus for the student.

### **A200E Drawing**

1 semester, 1.5 credits 3 hours, once a week

Advanced problems with particular emphasis on the nude, development of draftsmanship as a creative expression in itself as well as a skill to aid the student's work as an artist-designer.





**A300E Advanced Drawing**

1 semester, 1.5 credits 3 hours, once a week

The projects deal with the human figure in varied applications. Stress is on encouraging the development of personal and imaginative statements.

**A206E Drawing for Advertising**

1 semester, 1.5 credits 3 hours, once a week

The class is designed to instruct the student in the techniques of drawing indication for layout, with emphasis on pictorial composition and interest.

**A205E-305E Contemporary Figure Drawing**

1 semester, 1.5 credits 3 hours, once a week

Basic principles of drawing and design as applied to the contemporary fashion figure. Emphasis is placed on developing an understanding of the figure and its utilization in fashion illustration.

**Id302E Exhibit Design**

1st. and 2nd semester 3 credits

3 hours, once a week

An introductory course in dimensional communications. Exhibits and environments will be planned from idea sketches to mock-ups. Assignments will deal with real situations. Exhibits will be designed in coordination with area museums and community centers.

**Int302E Fabric Production and Application**

1 semester, 1.5 credits

3 hours, once a week, Spring semester

An investigation of the design, printing, dyeing and fabrication techniques involved in fabric production, and their adaptation to contemporary and historical functions.

**A209E Form Study**

1 semester, 1.5 credits 3 hours, once a week

Class problems search out various ways of defining and describing space through constructions and structured activities.

**Int301E Furniture Design and Fabrication**

1 semester, 1.5 credits

3 hours, once a week, Fall semester

Construction methods, joinery and finishes used in plaster, glass, wood and metal furniture. Projects in construction drawings, writing specifications, evaluating analysis. Field trips to various furniture manufacturers.

**II302E Illustration for Children**

1st. and 2nd semester 3 credits

3 hours, once a week

Course work will be concerned with the design possibilities in the field of children's books and the expanding areas of educational materials, illustrations of trade and text books, design of variety of learning aids and film strips. Guest lecturers will be brought in to assist in the exploration of the collaboration between editors, artists and educators. II200E is a prerequisite.

**A115E Jewelry and Silversmithing**

1 semester, 1.5 credits 3 hours, once a week

The development of basic metal-working skills, sawing, soldering, casting, stone-setting, with the goal of realizing the creative potential of metals for decorative and practical purposes.

**A215E Advanced Jewelry and Silversmithing**

1 semester, 1.5 credits 3 hours, once a week

Design and execution of forged jewelry, boxes, cast rings and earrings. Students are encouraged to develop their own projects.

**A202E Perspective**

1 semester, 1.5 credits 3 hours, once a week

An introduction to the various types of mechanical and freehand perspective and a study of the proper application of each type. A necessary tool for designers and illustrators.

**A208E Lettering and Type Indication**

1 semester, 1.5 credits 3 hours, once a week

Course deals with type indication for headlines, body copy, brochures, packaging and all related communications, as well as letter forms and styles, the language of typography, anatomy of type, type casting and application of type to layout.

**A104E Painting**

1 semester, 1.5 credits 3 hours, once a week

Painting in oil and acrylic from life models, still

life and other sources; exploring the structure of form and space on the two-dimensional surface. (2 sems. drawing is a prerequisite)

**Note:**

The Fashion Illustration major will be discontinued as of May 22, 1973.

The College, however, will honor its commitment to all those currently enrolled in the Fashion Illustration Certificate Program, and will continue to offer the courses needed to fulfill that obligation.

The changing needs of the professional field have made this move advisable, since to meet present-day demands, a Fashion Illustrator must be broadly trained in Advertising Design or Illustration as well. Students in those majors may, if they choose, devote extra time to Fashion drawing by electing more than one semester of A205E-305E Contemporary Figure Drawing in addition to the requirements of their major.

**A217E Typographic Workshop and Production Techniques**

1 semester, 1.5 credits 3 hours, once a week

A survey of printing types, their history, forms and use. Production procedures from design concept to finished printed product. Workshop experience in typesetting, both metal and photographic, mechanical preparation, offset camera operation, stripping, plate making, letterpress printing.

**A101E Sculpture**

1 semester, 1.5 credits 3 hours, once a week

Basic modeling technique as it relates to the bust and torso. Each student will select one completed piece for casting in a permanent medium. Students with previous sculpture experience may elect to work on a tutorial basis.

**A207E Visual Techniques**

1 semester, 1.5 credits 3 hours, once a week

Illustration methods for Interior and Industrial designers. Various media are used for the rendering of three-dimensional form, color and value studies, and the rendering of textures and materials.

**A103E Aqueous Media**

1 semester, 1.5 credits 3 hours, once a week

Use of transparent and opaque watercolor; study of form and color using still life and models.

**A113E Weaving**

1 semester, 1.5 credits 3 hours, once a week

The class will investigate various off-loom weaving techniques, stitchery and macrame. Tapestries and rugs will be made using pile and flat woven techniques.

**Int301E Woodworking**

1 semester, 1.5 credits 3 hours, once a week

A course designed to teach the principles of woodworking, joinery and design in wood.

**Liberal Arts**

A new schedule of the Liberal Arts classes offered in evening hours will be issued each semester.

## Application for Admission

Write to the Office of Admissions for an application, clearly specifying the area of study in which you are interested:

1. Credit
2. Certificate
3. Day College Portfolio Requirement

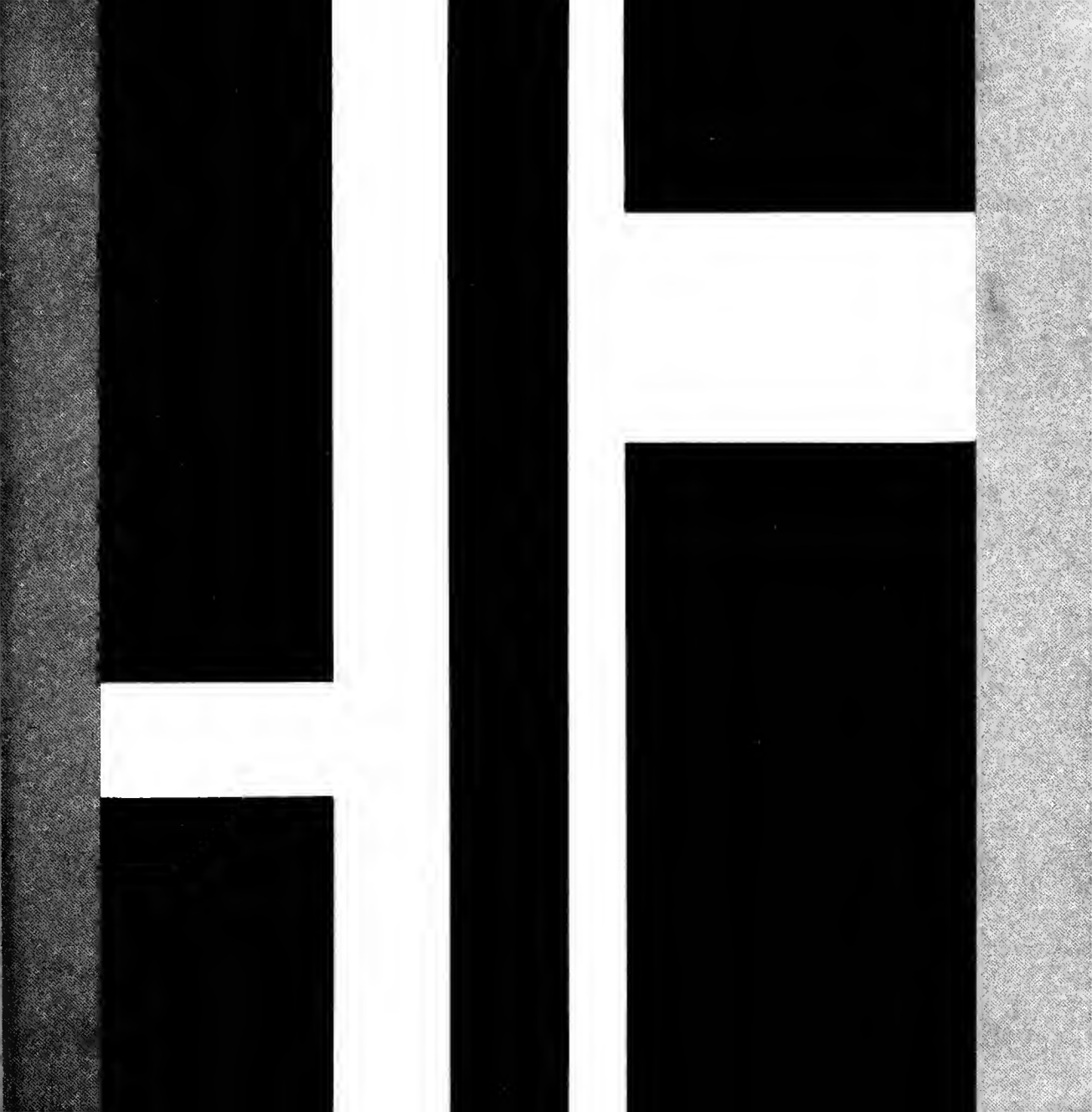
File application, pay credit or Certificate fee, have high school transcript sent to Office of Admissions. This process need not be completed before registration. A student may change from credit to certificate category by filing a new application.

## Fees for Certificate, Credit or Audit Courses

Tuition is payable in full at registration at the beginning of the semester. There are no deferred payments. If an official withdrawal form is filed during the first two weeks of the semester, a 50% refund of tuition is allowed. Fees are not refundable. No refunds will be made after the two-week period is over.

- \$ 8 Certificate application fee
- \$ 5 credit application fee
- \$120 per semester for each 3-hour studio course
- \$ 80 per credit for each Liberal Arts subject (a 3-credit course will be \$240)
- \$ 10 lab fee each semester for Jewelry and Silversmithing, Woodworking, Typographic Workshop and Ceramics
- \$ 10 late registration fee charged after the 3 days of official registration are over





### **Veterans**

Veterans wishing to avail themselves of GI education benefits must first contact the VA, and then supply PCA with two copies of the Certificate of Eligibility. Veterans must be enrolled for credit.

### **Late Registration**

No student may enter class more than one week late if the course is taken for credit.

### **Course Changes**

No course changes are permitted after the second week of classes. All changes must be approved by the Director of the Evening Division and processed by the Registrar's office.

### **Attendance**

Attendance will be taken at all classes. No more than three class sessions may be missed during a semester.

### **Materials**

All materials and books are furnished by the student and may be purchased from the College Store.

### **Library**

The facilities of the College Library are available to the Evening Division students.

### **Student Work**

The College reserves the right to retain one example of each student's work each semester to be added to its permanent collection of student work. Responsibility for loss of property of any student or other individual resulting from fire, theft or other causes will not be assumed by the College.

### **Course Cancellation**

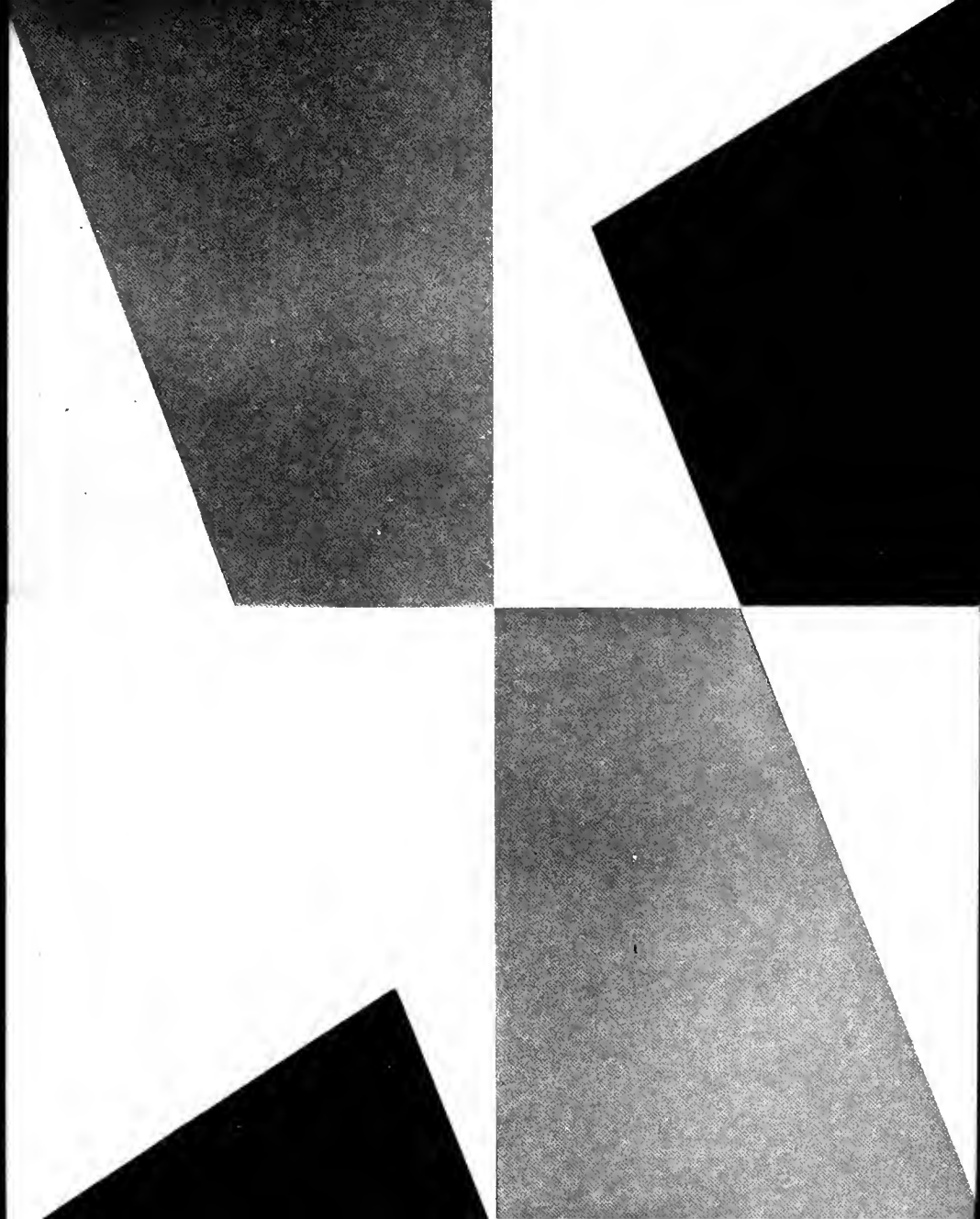
All courses are subject to cancellation if enrollment is insufficient.

### **Inquiries**

Write to the Office of the Evening Division, PCA, Broad and Pine Streets, Philadelphia, Pa. 19102 for information about programs, or telephone KIngsley 6-0545.

### **Administration**

Jane Flory, Director of the Evening Division  
George D. Culler, President  
Richard Reinhardt, Dean of Faculty  
Robert Weitzel, Jr., Dean of Students  
Kay Ransdell, Director of Admissions  
John A. Hauter, Registrar



Wayne Bates, Ceramics  
Isa Barnett, Drawing  
Bruce Caley, Sculpture  
Frank Campana, Advertising Design  
Gil Cohen, Illustration  
Carolyn Croll, Color & Design  
Matthew Cuniff, Interior Design  
Lynn Denton, Form Study  
Louis Donato, Advertising Design  
Ronald Dorfman, Illustration  
Edward Eberle, Ceramics  
George Eberhardt, Interior Design  
John Graham, Exhibit Design  
Richard Greenwood, Industrial Design  
Henry Guarini, Lettering & Type Indication  
William Hague, Color & Design  
Leonard Hilgner, Woodworking  
Perry Hoberg, History of Ideas Through the Arts  
Richard Hood, Color & Design

James Irvine III, Interior Design  
Martin Kaelin, Drawing  
Helen Leibson, Color & Design  
Walter Lubar, Drawing  
Leon Lugassy, Jewelry  
Richard Massarella, Visual Techniques  
David Milby, Form Study  
Walter Neibart, Drawing  
Albert Pastore, Illustration  
Boris Putterman, Painting  
Robert Scheibner, Perspective  
Gus Sermas, Drawing  
Thomas Stearns, Weaving  
Robert Stein, Typographic Workshop  
Elsa Tarantal, Form Study  
Ann Todd, Color & Design  
Francis Tucker, Drawing  
Paul Wilson, Drawing for Advertising  
Theodore Xaras, Watercolor

## 1973-74 Calendar

### First Semester 1973 (15 weeks)

Evening Division Registration

First Semester begins

Late Registration

Last Day for Roster changes

Thanksgiving Vacation

Evaluation-Examination Week

Fall Term Ends

Mid-Year Intermission

### Second Semester 1974 (17 weeks)

Registration

Second Semester begins

Late Registration

Last Day for Roster changes

Spring Vacation

Evaluation-Examination Week

Spring term ends

Commencement

September 4, 5, 1973

Thursday, September 6

Friday-Thursday, September 7-13

Friday, September 21

Thursday & Friday, November 22 & 23

Monday-Friday, December 17-21

Friday, December 21

Monday, December 24, 1973, to

Friday, January 18, 1974

January 15, 16, 17, 1974

Monday, January 21

Tuesday-Monday, January 22-28

Tuesday, February 5

Monday-Friday, March 25-29

Monday-Friday, May 20-24

Friday, May 24

Friday, May 31

The 1974-75 calendar will be announced  
in the Spring Semester of 1974.



## Credits

Catalogue Design / Richard Hord

### Dividers

- 3 John Kelly
- 4 Therese Cotic
- 9 William Batcheller
- 10 Arlene Friedman
- 13 William Batcheller
- 15 William Batcheller
- 17 W. Keith Caywood
- 18 James Sheeran
- 23 Helen Wigerman
- 25 Anne Crutaker

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EVENING  
DIVISION  
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